



# Between the Lines

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## Community Feedback Drives Library Forward

By Deborah Barrow,  
Director of Libraries

Sunnyvale's Measure B, the bond measure that would have funded construction of a new Library, did not pass on November 6, 2007. Although it had a high level of voter support (59 percent were "yes" votes), this



type of bond measure requires 67 percent to pass.

Despite the fact that a new Library is not likely in the near future, Sunnyvale Public Library will start the New Year with a new outlook for the future. The feedback provided by community members about the Library, and the information gathered about current and future library service needs are invaluable.

Staff will review the Sunnyvale Library of the Future Study and Strategy to determine what service needs may be addressed with the existing resources. This is a continuing effort, very similar to what the Library has done in past years during review of its budget and development of proposed goals and objectives. The difference now is that the study provides a far more comprehensive body of information from which to draw upon regarding the state of the community, its needs and interests.

It is not anticipated that this approach will address all of the needs identified in the study. The paucity of building floor space and the need for more flexible space within the Library still exist. As always expected, staff will review current and future technologies for opportunities to serve the community better. In the coming year, Library users may see changes to the Library's Web site which will integrate Web 2.0 features seamlessly. There may also be expanded features

introduced to provide greater convenience to library users, such as enhancements to the self-checkout kiosks to include payment options.

Areas of specific concern to many Library users, such as quiet reading spaces, study rooms, a spacious and engaging children's room, or automated book returns are needs that the Library hopes may be addressed in the not-so-distant future. With over 2,200 visitors per day, seven days per week, the challenges continue to present themselves. We are grateful for the opportunity to try to address the challenges, at every level, to meet community needs.

## Instant Message Your Way to Answers

By Garrett Kuramoto

Reference service provided by trained, professional librarians has been a main function in public libraries for decades and continues to be one of the primary services we offer at Sunnyvale Public Library. Yet people are often flabbergasted to find that our librarians are ready and willing to answer a variety of questions on myriad topics.

In an effort to increase the number of ways to reach our community, we are now monitoring an instant messaging (IM) application at the Information/Reference Desk. IM has been popular for years and allows instant, real-time "chatting" between people online.

Contacting us is easy. Just remember "Sunnyvalelibref" which is short for Sunnyvale Library Reference. Sunnyvalelibref is our screen name on Meebo, AIM, Yahoo, and MSN (remember to add '@hotmail.com' for MSN). Just send it, and we will get it!



By Steve Sloan

## National Award for Sunnyvale Library Stories by Phone

The Sunnyvale Public Library Dial-a-Story service has been voted best in the nation by users of the *DialAStory.info* Web site.

Not only did the Library receive the most votes, many of the write-in comments mentioned the "wonderful", "expressive voice" and "actress-quality voice" of the Library staff members reading the stories. To listen, call (408) 730-7333 for stories in English and (408) 737-4907 for stories in Spanish.

*DialAStory.info* is a free Web site that provides detailed information about stories playing on the Dial-a-Story service of hundred of libraries across the nation.

## Two State Association Awards Received for Podcasts and Outreach Efforts

The California Library Association recently awarded the Sunnyvale Public Library with two PR Excellence awards. The Public Relations and Marketing Committee of the association reviews entries from libraries throughout California and determines the best publicity materials produced in the following categories: Programming, News and Information, Advocacy, and Other. Within each category, winners are selected for libraries with budgets of less than \$5 million, between \$5 million and \$10 million, and more than \$10 million.

The Library received a PR Excellence award in the Programming category for its podcast site: [www.librarypodcasts.org](http://www.librarypodcasts.org). Launched in early 2006, the site offers the ability to listen or watch Library programs, download to a computer or MP3 player and subscribe to future programs podcasts through an RSS feed or directly from the iTunes music store. In addition to programs, stories from Sunnyvale residents of what life was like in early Sunnyvale are available. All content accessible on the site is free.

A second PR Excellence award was given in the Other category for the collection of materials relating to the Library of the Future project. The Library of the Future project was an effort to plan for the community's needs for library services to 2030. Through all phases of the project, communication was of critical importance. Materials developed to facilitate that communication included a project Web site, news releases, a podcast, e-mails, flyers, bookmarks, displays, articles in various the Library's newsletter and City's Quarterly Report, utility bill inserts, brochures and blogs.

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For complete information on the Sunnyvale Public Library, please call (408) 730-7300 or visit

[www.sunnyvalelibrary.org](http://www.sunnyvalelibrary.org)



# New Arrivals for the Small Business Owner and the Budding Entrepreneur

By Joan Jackson

The month of November 2007 brought the premier of “Small Business Resource Month” at the Sunnyvale Public Library. In collaboration with the Small Business Administration (SBA), the City’s Economic Development Division (EDD), and the workforce development non-profit organization NOVA, the Library hosted a month-long series of programs for prospective and current small business owners on a wide variety of business topics. There were a total of 14 programs, and 288 people in attendance. Some of these programs were recorded and can be listened to by visiting [www.librarypodcasts.org](http://www.librarypodcasts.org).

Here are some new arrivals to the Library that should be of particular interest to the small business owner and aspiring entrepreneur:

**Ladies Who Launch: Embracing Entrepreneurship & Creativity as a Lifestyle** by Victoria Colligan and Beth Schoenfeldt with Amy Swift; 658.1108 C.

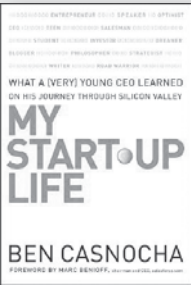
**Ladies Who Launch** is the first company to define the feminine approach to launching a business, and to make the connection between starting a business and bringing creativity into your life with self-esteem and happiness. The nationally acclaimed program has enabled thousands of women across the country to break out of 9-to-5 and thrive in entrepreneurial enterprises that reflect their true passions, skills, and desires.

**My Start-Up Life: What a (Very) Young CEO Learned on His Journey through Silicon Valley** by Ben Casnocha; 658.1109 C.

Publishing a book in his teens actually ranks as one of his more modest accomplishments. At 12, he started his first company. At 14, he founded a software company called Comcate Inc. At 17, Inc. magazine named him “entrepreneur of the year.” Along the way, Ben was also captain of his high school basketball team and edited the school newspaper. Read his inspiring story.

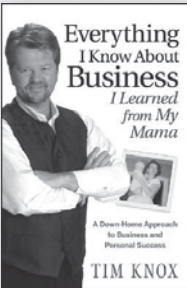
**The Engine of America: The Secrets to Small Business Success from Entrepreneurs Who Have Made It!** by Hector V. Barreto; 658.022 B.

The common assumption that some things – such as the value of information, customer satisfaction, and market forecasting – can’t be measured is a costly one for businesses, according to Hubbard, the creator of Applied Information Economics. In debunking myths about measurement, he draws lessons from ancient Greek and modern statistical models. His examples clarify the meanings of “uncertainty,” “risk,” and their measurement.



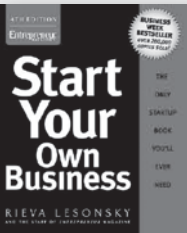
**Everything I Know About Business I Learned From My Mama: A Down-Home Approach to Business and Personal Success** by Tim Knox; 650.1 K.

If you could combine the business acumen of Steven Covey with the down-home humor of Jeff Foxworthy, you’d have millionaire entrepreneur and former comedian Tim Knox. In this book, Knox offers a refreshingly funny account of his rise from backwoods poverty to wealth and success. Along the way, he presents commonsense lessons on the basics of business - lessons learned from owning and operating businesses in the real world.



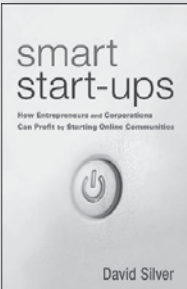
**Start Your Own Business: The Only Startup Book You’ll Ever Need** edited by Rieva Lesonsky and the staff of Entrepreneur magazine; 658.1141 S.

From the editors of Entrepreneur magazine, this bestselling business startup book has helped hundreds of thousands of readers start their own businesses. Revised, expanded and updated, the 4th edition will help you save time and money, minimize mistakes and maximize profits. The practical, easy-to-follow advice takes you step by step through the startup journey and guides you through the first three years of business ownership. You’ll find the comprehensive, in-depth information you need to bring your business to life, plus dozens of work sheets and checklists you can use to measure your progress along the way.



**Smart Start-Ups: How Entrepreneurs and Corporations Can Profit by Starting Online Communities** by Aaron David Silver; 659.2 S.

Online communities like MySpace and YouTube are shaking up the business world and helping millions of people come together to share information and interests. These social networking sites rely on user-generated content to bring together millions of people from around the globe. User-generated data eliminates the cost of goods sold, resulting in huge cash flow potential on very little up-front investment. But, until now, very few people or corporations have been able to tap into that moneymaking potential. In **Smart Start-Ups**, entrepreneur and angel investor David Silver reveals how social networking will change the face of business and create thousands of new millionaires over the next decade. More important, he shows entrepreneurs and corporations how to tap into this powerful trend using visionary business plans to build social networks that will make millions.



# The Qualities of a President

By Sara Kempen

The Library will be sponsoring a talk by David Rader, a featured lecturer from the UCSC Extension Osher Lifelong Institute, entitled **Teddy Roosevelt: A Model of Presidential Leadership for Modern Times** on Thursday, January 10 at 7 p.m. in the Library Program Room.

Theodore Roosevelt, the twenty-sixth President of the United States, is often considered the first “modern president.” More than any other president, or individual American, he is responsible for America’s rise to world power status. Soldier, statesman, scholar, Nobel Prize winner, and Congressional Medal of Honor recipient, he remains one of America’s best models of modern presidential and global leadership. As we consider our choice for our next president, it will be helpful if we can determine how he or she compares to TR. Join our discussion and decide for yourself.



# Listen to a Good Book

By Christine Doxlad

Audiobooks continue to be a very popular collection in the Library, as circulation statistics can attest. Even those of us who love to read may find ourselves listening to audiobooks in the car, at the gym, while fixing dinner or just resting in a comfortable chair. And for those who find reading physically challenging, audiobooks provide the gateway to the world of the written word. Audiobooks, of course, add the element of sound, enabling a good narrator to match the material with his/her voice, thus bringing the story to life in a way that print cannot.

The Library’s audiobook collection has undergone changes over the years as formats have changed. Initially, it was made up only of tapes, but with the advent of CDs and their increasing popularity the collection has expanded to include both formats. Now, the ability to download books from the Internet has entered the mix. The Library makes available over

3,000 downloadable books from the Califa Digital Book collection which can be downloaded to your MP3 player. These can be found by going to our Web page.

The most recent change to the audiobook collection, however, has been a change in location. The physical collection has moved from its former spot in the middle of the Library to the area to the right of the Information/Reference desk, gaining some extra space to expand the collection. New titles are added each month and are quickly snapped up by eager listeners. A list of these titles can be found in the Library catalog page under New Additions.



**Sunnyvale Public Library**  
665 W. Olive Ave., Sunnyvale, CA 94086

## Library Hours

Monday – Thursday	10 a.m. – 9 p.m.
Friday & Saturday	10 a.m. – 6 p.m.
Sunday	Noon – 8 p.m.

Book and media drops are located outside the Library for after-hours returns.

## Telephone Numbers

Borrowers' Records	(408) 730-2748
Children's & Teen Services	(408) 730-7292
Deaf Access: TDD	(408) 730-7501
Dial-A-Story (English)	(408) 730-7333
Dial-A-Story (Spanish)	(408) 737-4907
Information & Reference	(408) 730-7300
Library Cards	(408) 730-2748
Library Administration	(408) 730-7316
Overdue Materials	(408) 730-7309
Renewals (Automated)	(408) 730-7310
Special Outreach Services	(408) 730-7306

## Library Web Site

[www.sunnyvalelibrary.org](http://www.sunnyvalelibrary.org)

Pursuant to the Americans with Disabilities Act, the City of Sunnyvale will make reasonable efforts to accommodate persons with disabilities. If you require special accommodation, please contact the library.

# Instant Message

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as the librarians will occasionally be away from the Information/Reference Desk helping other patrons. Your questions will be held in a queue and answered as quickly as possible.

Accounts-related questions such as overdue and renewals cannot be answered by Reference staff. Also, some technical or complex research questions may not be effectively or adequately answered in an IM format. For these you are always welcome to call the Reference Desk at (408) 730-7300, option 5, visit the Library in person, e-mail, or schedule an appointment with a Reference Librarian. Don’t hesitate to contact us through IM or any method so we can help get you pointed in the right direction.